

The Great Photo Crime

←or the Case of the Missing Torso



...easily solved with
argoflex



Argoflex Prevents Tilting—Your Argoflex viewfinder with synchronized focusing ring shows you the framed picture before you take it.



Argoflex Perfects Focusing—When you focus the image in your Argoflex viewfinder, you see the *sharp* picture—before you take it.

Elementary—the way Model E Argoflex shows you how to get *all* the evidence. And avoid accidental cropping of your pictures.

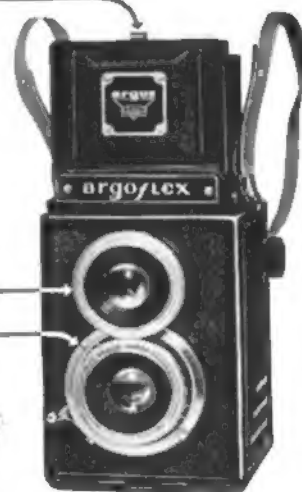
For the successful solution of your picture problem, the Argoflex method offers the simplest way yet devised for taking better pictures. You'll find two-fold economy in the precision built camera. First cost is low. And it's exceptionally economical to use. There's more real pleasure in taking superb pictures. So, when 12 exposures give you 12 *good* pictures—that's real economy.

And Now—Coated Lens! Your Model E Argoflex is now available with coated lens. This Argus coating method lets through vastly more light than can be transmitted by uncoated lenses. Your coated lens banishes "ghost" images, and flare. There's new fun in picture taking, waiting for you now at your camera dealer's. See the twin-lens Argoflex—today.

*Reg. U. S. Pat. Off.

Actual size view shows here. You see what the camera takes

*Synchronized focusing lens
"Taking" lens coated for greater light admission*



America's First Twin-Lens Camera